



ACTIVATE
PUNA



ACTIVATE COMMUNITY

WHAT IS ACTIVATE PUNA?

Activate Puna is a community revitalization and pono placemaking project that brings people together for enriching experiences, or "activations." Each activation shines a light on a region's unique identity, and is a deliberate effort to celebrate culture, people and stories, spur economic activity, build social cohesion, and beautify community spaces. By providing a platform for people to connect, collaborate and share, we empower, uplift, strengthen and activate communities to thrive.

WHY PUNA?

Puna, specifically Pāhoa Town, was identified as the launch point for the initial activations as there is tremendous opportunity for area residents to craft and live a story of inspiration, sustainability, and resilience following the 2018 Kīlauea eruption. Activate Puna implemented public-private partnerships, providing an economic boost, and kick-starting collaborative learning opportunities now and into the future.

ACTIVATE BIG ISLAND

Activate Puna is part of a larger effort to Activate Big Island. The plan is to create a model for community engagement and empowerment that can be duplicated in towns around the island to drive important conversations about how we move forward together to create a vibrant future. The goal is to stimulate local economies, uplift with opportunities, strengthen the role of art and culture, and enhance overall quality of life to support pono placemaking.

ACTIVATE WITH ART

Murals are cornerstone to Activate, as they are a vehicle to spur conversations and can be used to further cultivate connections as well as tell the mo'olelo (stories) of a place, its people, culture, and history. They add vibrancy to towns and neighborhoods, and can be a source of pride for communities.

'ABOVE AND BENEATH' is the first mural completed as part of the Activate Puna series. The 3,000-square foot public art piece is inspired by photos captured through the lens of Hawai'i Island-native Andrew Hara during the 2018 Kīlauea eruption.



ABOVE AND BENEATH

Hara captured the raw, natural, changing beauty and landscape of Puna: lush greenery, crystal blue waters, glowing red skies, and enchanting, powerful flow of lava.

The elaborate, abstract artwork was designed and produced by David MEGGS Hooke. 'ABOVE AND BENEATH' pays homage to Hawai'i Island's celestial elements of earth, wind, and fire, and is located at the County of Hawai'i's Pāhoia Community Aquatic Center.

ACTIVATE ART CURATOR

TEMPLE
CHILDREN

All murals in the Activate Puna series were curated by TEMPLE CHILDREN, a local arts and sustainability group that encourages global conversations and incites positive social change through creative mediums.

TEMPLE CHILDREN was founded and is led by Hawai'i Island-native, Miya Tsukazaki.

TEMPLE CHILDREN X KAI'ILI KAULUKUKUI



PĀHOA HIGH & INTERMEDIATE SCHOOL

PUNA STRONG

The second artwork completed in the Activate Puna series is 'PUNA STRONG' by Puna-native Kai'ili Kaulukukui. The mural is located at Pāhoa High & Intermediate School, and was done in collaboration with 200+ PHIS art students.

Students were asked to describe what 'aloha, kōkua, ahupua'a, and resilience' means to them after the 2018 Kīlauea eruption. The mural is a visual representation of what students felt in their heart makes 'PUNA STRONG.'

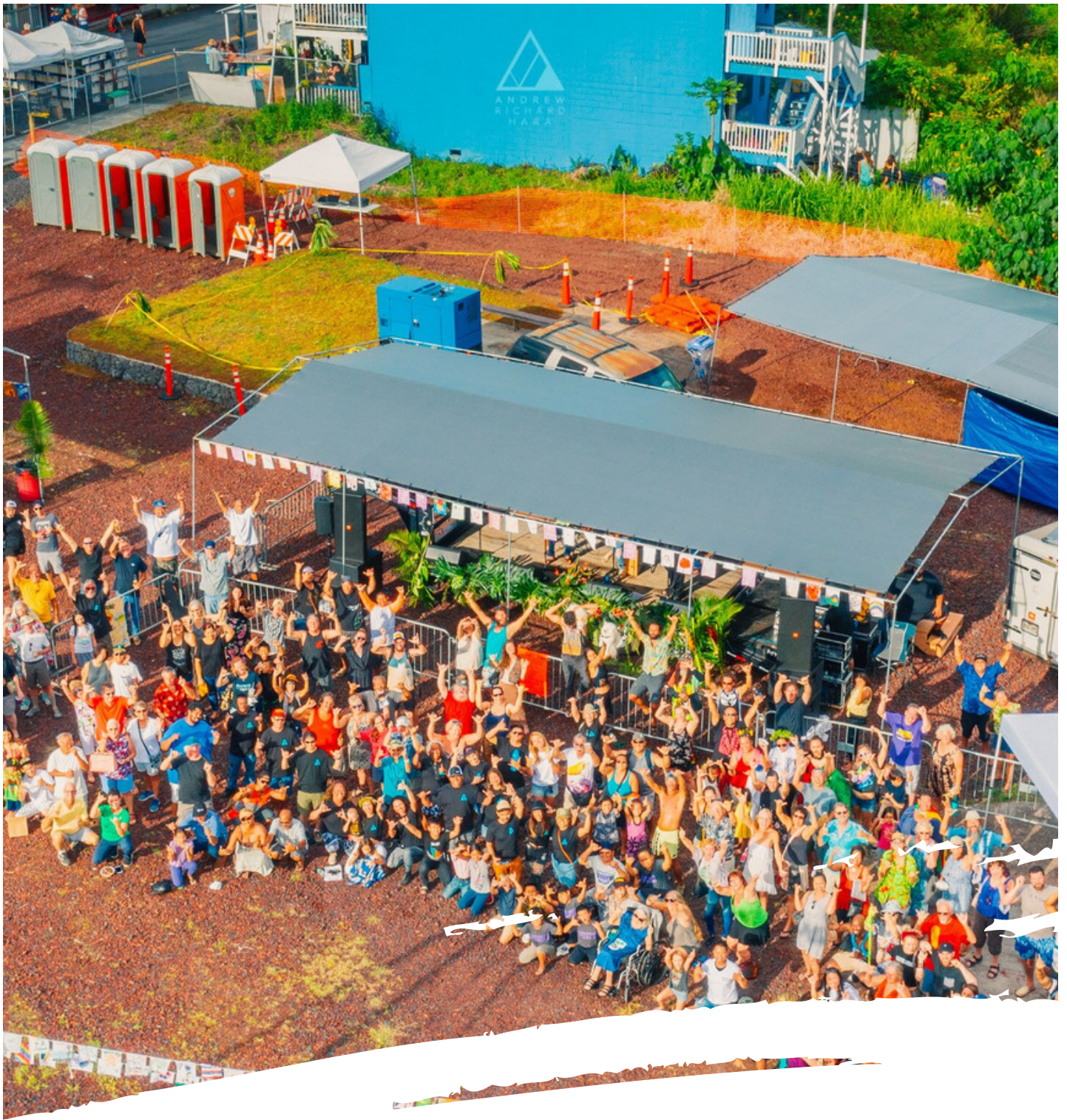
The triangle composition represents strength, as well as Maunakea which dominates our Hawai'i Island landscape. Within the triangle, two 'ōhi'a lehua grow out of shallow, rocky soil - a true image of resilience. The 'water heart' roots reference kalo, the lifeline of Kanaka Maoli. The many animals and plants, found in Puna mauka to makai, were affected by the eruption but continue to thrive, are near the bottom where students painted alongside the artist during mural production.



Mahalo nui to Kai , Angie Arvai, PHIS VP Kim Williamson and art teacher Ro Jane Prideaux, PHIS art students, Temple Children, Takamine Construction, and Andrew Hara for their heartfelt contributions and efforts to make this art activation possible. Activate strives to bring positive, enriching experiences to area keiki, exposing them to what is possible and encouraging them to pursue creative platforms to express their thoughts and feelings.

ACTIVATE





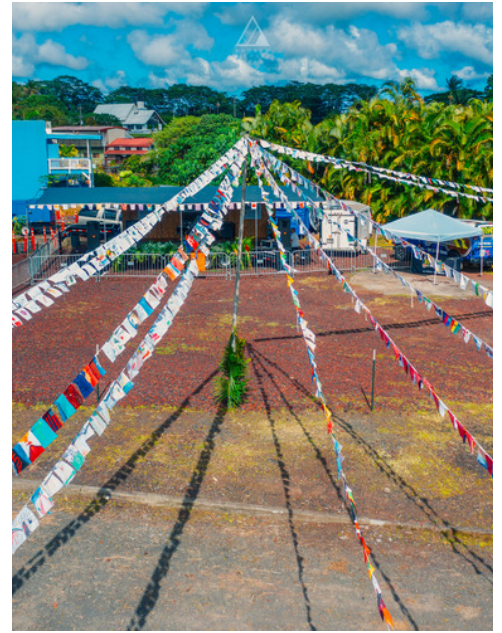
PUNA

COMMUNITY REVITALIZATION X PONO PLACEMAKING



HOPE FLAG PROJECT

ACTIVATING THROUGH ART



We worked with Leandra Keuma of Circle of Life Art Studio to envision an art project that engaged community and fostered creative, positive energy. We were inspired by the handmade prayer flags sent to Pu'u honua o Puna a.k.a. "The Hub" and emergency shelters during the 2018 lava flow, hence - our 'HOPE FLAGS' project was born.

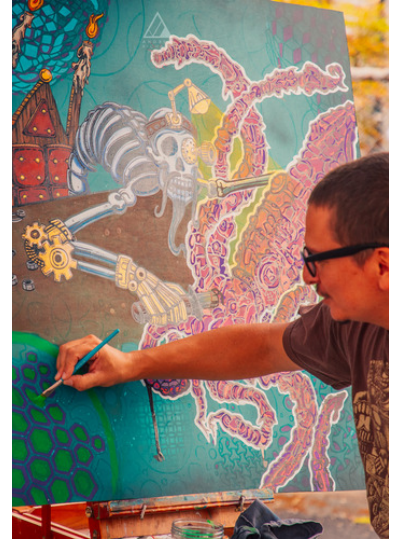
Pre-loved linens donated by Grand Naniloa Hotel were cut and delivered to schools in Lower Puna. All were encouraged to illustrate their vision for Puna, or what makes Puna strong.

The result: 3,000+ one-of-a-kind works of art, brought together for an installation that brings a visual voice to the community's hopes.

The 'HOPE FLAGS' were installed at the May 11 Activate Puna Block Party in Downtown Pāhoā, where they were on display for the rest of May.

The collective spirit and sentiments of these messages fluttered in the wind, spreading aloha to all throughout Puna and beyond.

Mahalo to all who participated, especially: Pāhoā Elementary, Pāhoā High & Intermediate, Keonepoko Elementary, Kua o Ka Lā NCPCS, PACT Head Start Hawaiian Beaches, Hawai'i Academy of Arts & Science, 'Aha Pūnana Leo o Hilo, Ke Kula 'O Nāwahīokalani'ōpu'u Iki PCS, and Full Life Hawai'i. Special thanks to Bamboo Zoo for donating the bamboo poles for our exhibit.



The May 11 Activate Puna block party celebrated the community's unity and strength one year after the Kīlauea eruption. The event attracted nearly 3,000 people and featured two stages of entertainment, the 'HOPE FLAGS' exhibit, live floral installations, short films, and more than three dozen creative vendors and food pop-ups. The musical line-up was curated by Jose Miranda-Kepa, and included Loeka Longakit and the Sound Mind Band, Uncle Robert's Awa Band featuring Ikaika Marzo and Ledward Kaapana, One Rhythm, Positive Motion, Jennie & Kanoa, Boom Draw, the HAAS Hui Kanikapila Ensemble, and more.





TASTE OF PUNA

Puna agriculture, smoked cuisine, and local brews will be highlighted via the Taste of Puna: Smoke it Up culinary event. The event will honor the island's bounty from mountain to sea with various smoked preparations by professional chefs, budding tastemakers, and area students. The goal is to shine a light on the art of butchery and smoked techniques, identify opportunities for value-added products and niche growing, and support the farm-to-table ag sustainability movement in a profound way.





MAHALO NUI LOA

ALOHA TO OUR SPONSORS

The Activate Puna series is made possible through donations and in-kind support from community. Thank you for your generous kōkua:

- Hawai'i Community Foundation Hawai'i Island Volcano Recovery Fund
- County of Hawai'i Council District 4, and Departments of Research & Development, Public Works, and Parks & Recreation
- First Hawaiian Bank
- Ormat | Puna Geothermal Venture
- Hawai'i Electric Light Company
- New West Broadcasting | KWXX, B97
- Grand Naniloa, EP Graphics, Honsador Lumber, Bamboo Zoo, The Wave
- Mahalo Sal & Kirstin Luquin for allowing us to use your property!

MAHALO TO OUR CREW

Activate Puna is driven by Council Member Ashley Kierkiewicz and the Council District 4 team, Chasity Quihano and Christine Kahikina. We are so grateful for the many volunteers who gave their time, energy and aloha to make Activate Puna a community-wide success:

Andrew Hara • Temple Children - Miya Tsukazaki, David MEGGS Hooke, Kai Kaulukukui • Circle of Life - Leandra Keuma • Jose Miranda-Kepa Mariah Williams • Hauoli Yockman • Katt Kuhlman • Domini Molina Lei Mohr • Smiley Burrows • Leilani Bronson-Crelly • Amadeo Markoff Hawai'i Tracker - Dane DuPont, Phillip Ong • Lava Shack • Eric Peters Deeh Ann Duldulao • Mailei Bumanglag • Jay Bumanglag • Julia Lindbergh Security captains Miles Kajiyama, John Jon Freitas & crew • Glenn Juan Kai Nakanelua • Shawn Lough • Jake Caldwell • Stephanie Gayle

GIFTS FOR COMMUNITY

Activate Puna raised \$5,891 from entrance fees and vendor donations and gifted proceeds to: Kua O Ka Lā NCPCS - \$1,641, Mainstreet Pāhoa - \$1,250, and \$1,000 each to Malama O Puna, The Pāhoa Schools Foundation, and Bodacious Women, organizations dedicated to supporting and uplifting the Puna community.

ACTIVATE MEDIA CURATOR

ANDREW
HARA

All creative media assets produced throughout the Activate Puna series, including photo and video, are by Hawai'i Island-native ANDREW HARA. We have immense gratitude for Andrew sharing his time and talents to capture these moments.